

## ORDER

**FOX 11**

**Orders**

**Order / Rev:** 4079415

Alt Order #: ALAN JACKSON

Product Desc: ALAN JACKSON FOR LA COUNTY DA

Estimate: 2471

Flight Dates: 11/05/12 - 11/06/12

Original Date / Rev: 10/12/12 / 11/02/12

Order Type: GENERAL

**KTTV**

Primary AE: Scott Aungst

Sales Office: L-LA

Sales Region: Local

**Agency**

**Name:** LUC Media

Buying Contact:

Billing Contact:

25 Whitlock Place SW

Marietta, GA 30064

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Jackson For LA County DA

Demographic: A35+

Product Codes: PL1

Priority: Political LUR

Revenue Codes: AGY, POL, POL-CAND

New Business Thru:

Order Separation: 00:20:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	3	\$1,400.00	\$1,190.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	3	\$1,400.00	\$1,190.00	0.00
<b>Totals</b>	<b>3</b>	<b>\$1,400.00</b>	<b>\$1,190.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Heather Carlson	N-ATL	National	Start Of Order - End Of Order	100%
Scott Aungst			Start Of Order - End Of Order	0%

**Order Share**

	Share	Total
KTTV	5%	\$1,400.00
Market	100%	\$28,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KABC	46%	\$12,880.00
KCAL	21%	\$5,880.00
KCBS	12%	\$3,360.00
KCET	0%	\$0.00
KCOP	2%	\$560.00
KDOC	0%	\$0.00
KHIZ	0%	\$0.00
KHSC	0%	\$0.00
KIDN	0%	\$0.00
KJLA	0%	\$0.00
KLCS	0%	\$0.00
KMEX	0%	\$0.00
KNBC	7%	\$1,960.00
KOCE	0%	\$0.00
KPXN	0%	\$0.00
KRCA	0%	\$0.00
KRPA	0%	\$0.00
KSCI	0%	\$0.00

KTBN	0%	\$0.00
KTLA	7%	\$1,960.00
KVCR	0%	\$0.00
KVEA	0%	\$0.00
KVMD	0%	\$0.00
KWHY	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Jackson For LA County DA  
 Product Desc: ALAN JACKSON FOR LA COUNTY DA  
 Estimate: 2471  
**KTTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTTV	11/05/12	11/05/12	M-F 7a-9a News GDLA News	CM	7a-9a	M- - - - -	:30	1	\$750.00	Polit	0.00	NM	1	\$750.00
GOOD DAY L.A.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M- - - - -			1		\$750.00		0.00				
E 3	KTTV	11/05/12	11/05/12	M-F 10a-1030a News Fox 11 AM News at 10a	CM	10a-1030a	M- - - - -	:30	1	\$325.00	Polit	0.00	NM	1	\$325.00
FOX11 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M- - - - -			1		\$325.00		0.00				
E 5	KTTV	11/05/12	11/05/12	M-F 12p-1230p Fox 11 News at Noon	CM	12p-1230p	M- - - - -	:30	1	\$325.00	Polit	0.00	NM	1	\$325.00
FOX11 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M- - - - -			1		\$325.00		0.00				
													Totals	3	\$1,400.00